



# THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

November 1970

## U.S. EXHIBIT WINS TOP HONORS AT INTERNATIONAL POULTRY CONGRESS

The U.S.A. exhibit at the 14th World Poultry Congress held at Madrid September 5-15 had the distinction of being awarded first place honors as the best exhibit.

Manager of the USDA exhibit was Clifton C. Warren, chief of the foreign competition branch of the Dairy and Poultry Division, FAS/W. Cliff is a veteran in poultry exhibit work, having served as manager of the USDA exhibits at the last four World Poultry Congresses. George L. Baka of the Office of Information designed the USDA exhibit as well as the overall appearance of the USA exhibit. Agricultural Attache Clarence L. Miller and his staff gave a helping hand in carrying out arrangements for U.S. participation.

Senor Garcia-Ramal, Minister of the Syndicates, presented the award at a ceremony attended by Spanish

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## TOKYO STAFF HONORED FOR A MARKETING "FIRST"

September and October was a season of celebration in both Japan and FAS/Washington. At the close of the two-way festivities, something new had been added to the decor of Agricultural Attache Elmer Hallowell's Tokyo headquarters.

The presentation on October 1 of a handsome certificate to Attache Hallowell and his staff "in recognition of their exceptional achievement as major participants in the development of U.S. agriculture's first billion dollar market" marked a milestone in market development work in Japan. Ambassador Armin H. Meyer presented the USDA citation to Hallowell and Company at a ceremony in Tokyo.

The award presentation in Tokyo climaxed a celebration which began in Washington on September 15 at a

*(Continued on page 8)*



**BILLION DOLLAR SMILES . . .** This happy group has reason to smile, having helped set an FAS/USDA marketing record of \$1.1 billion in FY 1970. Ambassador Armin H. Meyer (at left) has just presented the USDA Billion Dollar Export Award to the Tokyo agricultural staff. Assistant Attaches Leon Mears, Alvin Gourley, Gordon Nicks, and Theodore Freeman, and Attache Elmer Hallowell all look mighty pleased about the whole thing.





**BILLION DOLLAR LUNCHEON...** Secretary of Agriculture Clifford M. Hardin addresses guests at the market development luncheon held in Washington on September 15, at which representatives of cooperator groups were awarded certificates honoring them for their major contribution in developing the U.S. export market to Japan. Cooperators who received certificates were the U.S. Feed Grains Council, American Soybean Association, Western Wheat Associates, U.S.A., and Great Plains Wheat, Inc.

At the left is Japanese Ambassador Nobuhito Ushiba, who was a special guest. Seated next to him is W. C. Theis, president of the National Grain and Feed Association, who was toastmaster at the luncheon.

## COMING AND GOING WITH WALT

Walt Stern, who departed from FAS/W in late October en route to his new assignment as agricultural officer in Bombay, India, spent most of September seeing U.S. agriculture from coast to coast. On a ten-day trip the first part of the month with two members of the West German Parliament, Walt inspected sugar plants and vegetable farms in Florida, visited a Texas pig-breeding farm and feeder cattle installation (36,000 head) in Lubbock, Texas, and saw the vineyards of one of California's largest wine producers.

The latter part of the month found Walt up to his ears in cotton. At Fresno, California, he met with the Western Cotton Shippers Association and other exporters, and at Bakersfield with a large cooperative cotton shippers' association. Joining a European cotton team in Memphis enabled him to visit some Mississippi cotton farms, seed farms, and a state cotton research laboratory. As a finale, he visited the ARS Utilization Research and Development Laboratory at New Orleans, which is also engaged in cotton research work.

Upon his return to FAS/W, Walt unpacked his bags for a brief period... and then began repacking them for his trek to Bombay.

## NEW FAS/W ASSIGNMENT FOR FORMER ATTACHE ELMER WINNER

Elmer B. Winner, director of the Trade Projects Division, has been appointed deputy assistant administrator for market development. He replaces Jim Howard, who is attending the Department of State's Senior Seminar on Foreign Policy.

Elmer was assistant agricultural attache in London from 1964-66, where he carried out a major program of agricultural export promotion through the London Trade Center and at British trade and food fairs.

Before he joined FAS in 1964, Elmer was director of information of the Federal Extension Service in Washington. Prior to that, he was with the Missouri State Extension Service.

Born in Topeka, Kansas, he holds a bachelor's degree from Kansas State University and a master's degree from the University of Missouri.

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Dr. John I. Kross, former attache and now head of the Sugar and Tropical Products Division, was a speaker at the 25th annual convention of the Tea Association of the United States of America, Inc. held in the Grand Bahama Island the first week in November. Dr. Kross addressed the group on "The World Tea Situation."



**LONDON LUNCHEON FETE...** Guests at Attache Dave Hume's farewell luncheon for John M. Schooley, retiring European representative of the U.S. Pacific Coast Fresh Deciduous Fruit Industry in London, included officials of the national fruit federations, trade publications, fruit importers and traders from Covent Garden, Spitalfields, and the Borough markets in London, as well as members of the advertising profession with whom John has closely worked during his six years in Great Britain. John's wide popularity was attested to by the presence of representatives of his competition in the U.K. and Europe, including the chairman of the British National Farmers' Union Fruit Committee and representatives of the Australian and New Zealand Apple and Pear Board.

Guests shown here (left to right) are Colin Paul, Batten Barton Durstine & Osborn Ltd.; Attache Hume; Honor Guest Schooley; and George W. White, White Service.



## JACK WILLIAMS NAMED ASSISTANT IN THE HAGUE

John A. (Jack) Williams and his family will be celebrating Thanksgiving this year in The Netherlands, where Jack will serve as assistant attache in the office of Attache Brice Meeker. Jack and Charlotte, with their three youngsters, are scheduled to arrive in The Hague November 24.

A native of Maryland, Jack has been with the Dairy and Poultry Division of FAS since 1965. He holds a B.S. degree in agricultural economics from Brigham Young University, Provo, Utah, and an M.S. from the University of Maryland. He did research on agricultural development in Zambia for the latter degree.

In 1968, Jack was in charge of the FAS Poultry Exhibit at Stockholm and the International IKOFA Trade Fair in Munich, Germany.

During the past four months, the new assistant attache has spent most of his time at the Foreign Service Institute, mastering the phonetic mysteries of the Dutch language.

## BRUSSELS FOOD SHOW INTRODUCES NEW FAS/USDA MARKETING SYMBOL

U.S. food was a topic of more than usual interest in Brussels this fall, with over 60 U.S. food firms displaying their products at the Second Food Industry Trade Fair on September 2-7. Four cooperator groups took part in this trade-only show—the Institute of American Poultry Industries, Rice Council, Michigan Bean Shippers Association, and the California Cling Peach Advisory Board.

Jules Renaud of the International Trade Fairs Division and an old hand at food shows, was manager of the U.S. exhibit. Harry Henderson, Assistant to the Administrator, was information officer, and Attache Harold L. Koeller and his staff contributed their efforts to helping make the show a good one.

The Brussels Food Fair introduced the new FAS/USDA marketing symbol that will be used to identify overseas exhibits. Patterned after the letters USA, this red, white, and blue symbol provided an attractive motif for the U.S. exhibit.



**GOLD MEDAL DAY IN MADRID...** Assistant Attache Dale Douglas of Madrid (left) and USDA Exhibit Manager Cliff Warren, FAS/W (right), take a break at the 14th World Poultry Congress to admire the certificate and gold medal which was awarded the U.S.A. exhibit at the Congress. Cliff accepted the award on behalf of all U.S. exhibitors, whose combined exhibit area was being honored.

Russ Strobel, director of the Dairy and Poultry Division, hit the road for Australia and other points in early October. In Sydney, New South Wales, he was a member of the U.S. delegation at the 18th International Dairy Congress, along with Agricultural Attache Fred Lege III of Canberra. In Wellington, New Zealand, he conferred on dairy marketing matters with newly-arrived Attache Bud Anderson before moving on to Tokyo and Hong Kong to review IAPI turkey promotion activities. He also made a stop at Fiji to observe the results of U.S. poultry marketing work in that area.

**READY FOR ACTION...** Happily anticipating the pleasure of sampling this tempting array of food dishes at the Second Food Industry Trade Fair in Brussels are Exhibit Manager Jules Renaud (Left); Ambassador John Eisenhower; Economic Counselor Ed Crowley (in background); and Ag Attache Harold L. Koeller. The partially hidden gentleman behind Harold is Fair Commissioner De Boeck. Over 60 U.S. food firms and four cooperator groups displayed the latest in foods at the five-day show.







**OUT ON THE RANGE...** Ag Attache Clarence L. Miller of Madrid discusses the sheep situation (in Spanish) with a shepherd in the Valladolid area. From this scene, one might safely surmise that Attache Miller found a point of particular interest in the conversation.

### EULER AND TRICK AT MINSK FOR INTERNATIONAL CONFERENCE

Attaches Roger Euler of Moscow and Alan Trick of Warsaw were among a group of more than 100 U.S. participants at the 14th International Conference of Agricultural Economists held in Minsk, U.S.S.R., August 22-September 2. The conference, which is held every three years, had a total of 682 participants from 57 countries.

Some 20-odd USDA participants, headed by Don Paarlberg, Director of Agricultural Economics for USDA, attended the Minsk meeting.



Attache **Fred Lege III** of Canberra judged Herefords and Polled Herefords at the Southern Region Sponsored Show and Sale held in Goulburn, New South Wales. He also attended the Brisbane Royal Agricultural Show, where he addressed the Council of Agriculture on American means of limiting over-production of agricultural products. During his trip to the latter event, Fred also visited a large-scale Queensland sorghum project being developed at Cairns.

### TARO WATANABE IN U.S. WITH FORAGE SEED TEAM

Taro J. Watanabe, agricultural economist in the Tokyo office, spent a busy ten days in the U.S. in early October, acting as interpreter-guide for a nine-member Japanese forage seed team. During his brief stopover in FAS/W, he conferred with commodity personnel and also looked in on such old Tokyo colleagues as Jimmy Minyard, Don Novotny, et al.

The team which Taro accompanied included government officials, seed and plant quarantine specialists, trade associations, and seed traders. Their itinerary took them to California and Oregon, where they visited agricultural colleges, State Departments of Agriculture, and the Willamette Valley forage seed area.

Taro is no stranger to the U.S.A. In addition to being a graduate of Texas A.&M., he was in Arkansas, Texas, and California three years ago as interpreter for a rice team from Japan.

He has been on the Tokyo staff for six years.



**KAY McDONALD IN ACTION...** The only American participant in the 1970 Carioca Jumping Championship (Juniors) at Rio de Janeiro was Kay McDonald, youngest daughter of Attache John McDonald. An accomplished horsewoman, Kay was one of three feminine riders on a field list of 41 competitors. Jumping competitions are no novelty to 18-year-old Kay, who has taken part in numerous horse shows and riding events. In addition to pursuing her favorite pastime six days a week, Kay graduated from the American School in Rio this summer and is now beginning her college studies at Lawrence University in Canton, New York.

## INTERNATIONAL CONFERENCE HEARS ADMINISTRATOR IOANES

FAS Administrator Ray Ioanes spoke to an international audience at the 1970 International Commodities Conference held in New York on September 28-30. Leaders from all sectors of industry, government, and the academic world attended this meeting. In addition to hearing a field of speakers who covered many areas of interest, the group had an opportunity to participate in discussions on the general conference theme, "What Will Make the Markets of the Seventies?"

As a special feature of the three-day program, international industry panels were set up to provide an opportunity for delegates to introduce questions for discussion. Topics covered ranged from "Where Is World Trade Headed?" to "New Uses for the Soybean."

Donald Paarlberg, Director of Agricultural Economics, USDA, was also on the speakers' roster.



## JEAN FARSTAD IN FATAL ACCIDENT

FAS friends and co-workers of Ed Farstad were saddened to learn of the death of his daughter, Jean Shirley, who was fatally injured on October 15 in an auto accident in Silver Spring, Maryland. Jean's car skidded on a wet pavement, striking a bridge abutment.

Jean, who was 20 and a sophomore at the University of Maryland, is survived by her parents, of Bethesda; a sister, Mrs. Peter Boyer, of Rockville, Maryland; and a brother, Edward C., of Baltimore.

Ed is regional coordinator for Asia of the Foreign Economic Development Service.



**COSTA RICA AG ECONOMIST...** Rodolfo Murillo, ag economist in San Jose, has degrees in agriculture from Zamorano, Honduras, and New Mexico State University. He was an employee of the Costa Rican government for three years before joining Attache Norman Kallemeyn's staff.



In a very lovely ceremony on June 28, Miss Makiko Nakanishi, secretary in the agricultural attache office in Tokyo, became the bride of Nobuhisa Nasu of the Far East Office, U.S. Feed Grains Council, Tokyo. Here the bride and groom are cutting the wedding cake—a real masterpiece in baking art! Makiko's white wedding gown was replaced by an equally beautiful red Japanese wedding kimono for the reception which followed the marriage ceremony.

## DEATH OF W. DEWEY TERMOHLEN

William Dewey Termohlen, retired attache, died on October 15 at his home in Henderson, Tennessee after a heart attack.

Dewey was employed by USDA for nearly three decades, and was agricultural attache in Japan for four years before his retirement in 1960. He served as director of the Poultry Division of AMS/USDA from 1933-55.

Born at Storm Lake, Iowa, he received bachelor's and master's degrees from Iowa State College before he came to the Washington area in 1931.

During his long career, Dewey received distinguished service awards from the governments of France, Japan, and the United States. In 1960, he was awarded the USDA Distinguished Service Award, and in 1965 was elected to the Poultry Hall of Fame by the American Poultry Historical Society.

He is survived by his wife, Josephine; two daughters, Mrs. William Holmburg, of Falls Church, Virginia, and Mrs. Charles G. Cooper, of Chicago; three grandsons and a granddaughter.



# ROAMING AROUND

Attache and Mrs. **Steve Stephanides** arrived in FAS/W from Tehran in mid-October. After home leave in Fresno, California, they'll return to post.

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Before departing for Korea, Attache **Clancy Jean** spent a few days with representatives of the cotton industry in Memphis, Dallas, and Lubbock, after which he visited Western Wheat Associates in Portland, Oregon. Clancy stopped off in Tokyo for a couple of days to review market development matters relating to Korea with Attache **Elmer Hallowell**. He and his wife, **Bonnie**, arrived in Seoul on October 20.

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Attache **Jack McDonald** of Rio de Janeiro had an opportunity to talk with a number of livestock breeders when he attended the 10th Exposition of the Holstein Friesian Association of the State of Minas Gerais at Juiz de Fora, and also to visit some flour mills en route to the Exposition. Jack was accompanied by **Leon Yallouz**, senior economist in the Rio ag office.

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Secretary **Seda Hovnanian** of Tehran and her husband enjoyed annual leave this year in Great Britain and Europe.

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Assistant Attache **Bob Svec** and his wife, **Lynne**, of Moscow, welcomed a baby boy (**Daniel Linwood**) on October 17 in Lorain, Ohio, while on home leave.

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**Ann Bibbo**, who has been on home leave in California following her secretarial assignment in Attache **Berk Beukenkamp's** Rome office, left for Moscow on October 24. Part of the joy of home leave for Ann was a family gathering in Massachusetts, where she helped celebrate the golden wedding anniversary of her parents.

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New Zealand Attache **Gordon Loveless** is enjoying turkey and mince pie in the U.S. this year. Before leaving Wellington, Attache and Mrs. **Loveless** hosted a welcoming reception for the newly-arrived **Bud Andersons**. Gordon is now happily contemplating retirement in Florida, while **Bud** and family are settling in to life Down Under.

**Larabi Choukrallah**, agricultural assistant in Attache **Dudley Williams's** office in Rabat, has resigned.

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Mrs. **Anna Ballou**, U.S. resident secretary in Caracas, took advantage of her husband's business trip to the U.S. to accompany him on annual leave. While here, she had two busy days of orientation in FAS/W.

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**Said Bahreyni**, agricultural specialist in Tehran, traveled to Washington in late August with his wife and eight-year-old son, who underwent heart surgery in early October. Following his convalescence, the young medical visitor and his parents returned to Tehran the end of October.

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If you hear the distant echo of a song that sounds very much like "Let It Snow! Let It Snow! Let It Snow!", the vocalist could well be Attache **Roger Euler**. Anticipating the icy grip of winter, **Roger** drove from Moscow to Helsinki the second week in October to have some needed repair work done on his auto.

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**Kitty Meyers** has completed an extended secretarial tour in Attache **Frank Ehman's** office in Belgrade. She returned to FAS/W for reassignment in mid-October.

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**Jeanne Euler**, wife of Attache **Roger Euler** of Moscow, returned to Moscow in late October following medical treatment in Washington.

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Assistant Attache and Mrs. **Bill Scholz** of London returned to the States the latter part of October for home leave and FAS/W assignment. **Bruce McEvoy**, formerly of Trade Projects, has taken over Bill's desk.

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Attache **Jim Hickman** is on board in Monrovia, and Secretary **Mildred Rutledge** returned to the post on November 15 after home leave in Florida. Pending Jim's arrival, Assistant Attache **Milton Anderson** was acting as attache.



Assistant Attache **Gene Gourley** of the Tokyo office will be home in early December. After the Christmas season, Gene and wife **Carmen** will return to Japan.

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**Lee Paramore**, former agricultural attache in Manila and assistant attache in Rome, is now serving on the International Organizations Staff, USDA.

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Secretary **Vi Sullivan** of Manila will be arriving in FAS/W the end of November for home leave and reassignment.

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**Nancy Fellows** is scheduled to leave Indonesia on December 1. She'll enjoy a Massachusetts holiday before returning to her secretarial desk in Djakarta.

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**Cheryl Thompson** has completed her temporary assignment as secretary-typist in the Monrovia office during **Mildred Rutledge's** home leave absence.

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A very clever and unusual "Diplomatic Passport" was issued this year in Salvador, Bahia, Brazil. Vital statistics on this document announced the arrival on January 21, 1970 of **Sheila Christina Sandin**, identified as "a dependent of **Robert B.** and **Donna H. Sandin** who are abroad on a diplomatic assignment for the United States Government." Before her marriage to **Bob Sandin** of USIA in Caracas, **Donna Hersey** was assistant ag attache in The Hague and Caracas. The Sandins are enjoying the charm of life of Bahia, its special assets being the ocean and bay and a pleasant climate. They hope to bring their new daughter to the States on home leave next month, after which they'll return to Bahia for another tour of duty.

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Secretary **Rose Mary Bland** of Moscow made a quick trip to FAS/W the latter part of October before heading for her new assignment in Seoul in early November.



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**AUF WIEDERSEHEN, BUD...** An *Auf Wiedersehen* party in the Bonn office marked the departure of Assistant Attache **Bud Anderson** for his new assignment as attache in New Zealand. Despite regret at losing Bud, his co-workers made the occasion a happy one, with *gemuetlichkeit* prevailing. To serve as a lasting reminder of his days in Germany, Bud was presented with a beautiful set of crystal glasses.

On hand for the party were: Attache **George Parks**; Dr. **Dieter Ramm**, ag specialist; **Ingrid Lewis**, secretary; **Honor Guest Anderson**; **Paul Hess**, ag specialist; Assistant Attache **John De Courcy**; and **Gertrud Lennarz**, clerk/typist. Three staff members who were on vacation missed the party fun. They were **Marlise Wilke**, **Christa Bisset**, and **Dr. Josef Wienken**.

Attache and Mrs. Parks also had an official farewell party at their home for the Andersons. Unfortunately, no camera bugs were present.

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**Horace G. Porter**, Cotton Division agricultural economist, is finishing up a five-week survey of the cotton industry in Colombia and Brazil. Attaches **Garth Thorburn** of Bogota and **Jack McDonald** of Rio de Janeiro, together with Ag Officer **Harold Rabinowitz** of Sao Paulo, had a busy schedule mapped out. Plans for Horace upon his arrival in late October included visits to cotton-producing areas and meetings with public officials, industry leaders, and cotton farmers. In Rio, Horace also had an opportunity to greet a former Cotton Division co-worker, Assistant Attache **Ed Cissel**.

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#### CHING-CHE CHEN INTERPRETS FOR TAIWAN STUDY TEAM

September was a busy month for **Ching-Che Chen**, ag marketing specialist in the office of Attache **Norman Pettipaw** of Taipei. Chen traveled as interpreter-guide for a four-man soybean-feed grain team which made a three-week visit to the U.S. to study techniques in the U.S. feed grains industry. The group's itinerary included Los Angeles, Lubbock, Chicago, Des Moines, New Orleans, Washington, and New York. Co-sponsors of the team's visit were the U.S. Feed Grains Council and the American Soybean Institute, in cooperation with FAS.

Upon completing his assignment as interpreter-guide, Chen spent a week in Washington to whiz through a short training course in market development and reporting work.



## TOKYO STAFF HONORED

(Continued from page 1)

luncheon sponsored by the National Grain and Feed Association and attended by representatives of the U.S. and Japanese Governments, agriculture, and industry. Nobuhiko Ushiba, the new Japanese Ambassador to the U.S., was a special guest at the Washington event, along with Embassy staff members and consular officials.

Secretary of Agriculture Clifford M. Hardin addressed the luncheon gathering and presented certificates of commendation to the growers and marketers of U.S. feed grains, soybeans, and wheat, which accounted for two-thirds of the U.S. agricultural exports to Japan. The certificates were accepted by representatives of the U.S. Feed Grains Council, American Soybean Association, Western Wheat Associates, U.S.A., and Great Plains Wheat, Inc., all long-time cooperators in the development of the first billion dollar market for U.S. farm products. Agricultural exports to Japan during fiscal year 1970 amounted to \$1.1 billion.

In his remarks at the award ceremony, Secretary Hardin paid tribute to U.S. growers and marketers for their accomplishments in developing Japan's export market. He also praised the diligence and industry of the people of Japan.

Also on the program was Ambassador Ushiba, whose address at the luncheon was his first public speech after arriving in Washington. The Ambassador expressed his admiration for American farmers and what he referred to as their "supersalesmen"—the marketing specialists who serve the Japanese market. Their efforts, he said, have contributed substantially to increased sales of U.S. agricultural products in his country.

Ambassador Ushiba closed his remarks with this comment: "Your supersalesmen have not been content with reaching the goal of selling \$1 billion worth of agricultural products to Japan. They exceeded it by over \$100 million. It seems to me that they are well on their way to selling Japan \$2 billion worth of American farm products. Knowing many of them as I do, I am sure they will in typical American fashion reach that goal ahead of schedule, and I am already looking forward to commemorating that event."

Bravos to the Billion Dollar Team, both at home and abroad! What's the dateline for that Two Billion Dollar Day?

## U.S. POULTRY EXHIBIT

(Continued from page 1)

Government officials and most of the 325 exhibitors. Exhibit Manager Warren accepted the gold medal on behalf of all U.S. exhibitors whose combined U.S.A. exhibit area was being honored.

The Congress is held every four years as an international forum for the exchange of information and ideas for the improvement of all phases of the poultry industry from production to marketing. About 800 persons from the U.S. attended the 1970 event, representing state and federal governments, universities, and the poultry industry.

## WHEN AN ATTACHE GOES ON A BUSMAN'S HOLIDAY

Ever wonder what an ag attache on home leave does with all those leisure hours away from the post?

The summer home leave of Attache Jack McDonald of Rio de Janeiro, according to all reports, was both restful and useful—with Jack keeping in condition for those Brazilian field trips by indulging in some U.S.A. field-tripping.

Following Washington consultations, Attache McDonald headed for Minnesota, where he found time to visit a couple of very large dairy operations and some general farms. A visit to his mother's home in the Rio Grande Valley in Texas found the McDonalds driving to Kingsville to visit the famous King Ranch (actually four ranches in one), which has a branch in Brazil and also ships some Santa Gertrudis to that country. There were lots of attractions there for a roving attache—principally a herd of nearly 45,000 cattle, with quarter horses and English racing thoroughbreds thrown in for good measure.

At San Juan, the McDonalds carried FAS/W greetings to Burl and Chris Stugard, who are happily installed in the new home they have built on their 33 Texas acres. Citrus Farmer Stugard was pleased to give Jack a briefing on the production of ruby red grapefruit.

On a drive with Burl, Jack saw his first mechanical cotton picker—the first of many, since the Valley is a big cotton-producing area.

All in all, it was a grass-roots home leave, blending family pleasures with the fun of making an off-the-cuff survey of what's new in rural U.S.A.

No official trip report to write, either!

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To U.S. Agricultural Attache Posts

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